

## Message Text

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12

ACTION EUR-06

INFO OCT-01 ISO-00 EB-05 DRC-01 RSC-01 /014 W

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R 151511Z FEB 74

FM AMEMBASSY VIENNA

TO USDOC WASHDC

INFO SECSTATE WASHDC 1636

UNCLAS VIENNA 1401

FOR CHARLES JOHNSON, IN-STORE PROMOTIONS

E.O. 11652: N/A

TAGS: BEXP, AU

SUBJECT: AUSTRIAN IN-STORE PROMOTIONS

REF: JOHNSON/LILL TELCON, 2/13/74

1. FOLLOWING REF TELCON, EMBASSY DECIDED WE SHOULD OFFER GERNGROSS NO MORE THAN \$30,000 FOR IN-STORE PROMOTION, LEAVING AT LEAST \$20,000 FOR KASTNER AND OEHLER PROMOTION IN GRAZ.

2. IN SUBSEQUENT ALBRECHT/LILL TELCON ALBRECHT LED OFF SAYING HIS FIRM RESTUDYING ADVISABILITY OF U.S. IN-STORE PROMOTION IN VIEW OF THE NOW COSTLIER U.S. DOLLAR. GERNGROSS IN TOUCH WITH U.S. BUYERS AND EXPECTS MAKE DECISION IN THREE OR FOUR WEEKS. IF GERNGROSS DECIDED GO AHEAD, IN-STORE PROMOTION WOULD STILL TAKE PLACE IN FEBRUARY 1975. (ALBRECHT'S VISIT TO U.S. ALSO DELAYED UNTIL THIS DECISION IS MADE.) ALBRECHT WAS INFORMED THAT COMMERCE HAS \$25,000 BUDGETED FOR GERNGROSS PROMOTION BUT THAT EMBASSY MIGHT POSSIBLY OBTAIN A LITTLE MORE. HE COMMENTED THAT \$25,000 WAS "VERY LITTLE" BUT ADDED THAT DECISION OF WHETHER OR NOT THE PROMOTION WOULD BE UNDERTAKEN DEPENDED MAINLY ON GERNGROSS FINDINGS ON COMPETITIVENESS OF U.S. PRODUCTS.

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3. 3. COMMENT: WE ASSUME GERNGROSS HOLDING OFF AS LONG AS POSSIBLE IN HOPES OF GETTING BETTER FIX ON

WHICH DIRECTION THE DOLLAR IS GOING OVER THE LONGER  
HAUL. HOWEVER, WE ARE STILL HOPEFUL THAT GERNGROSS  
WILL DECIDE FAVORABLY ON MOVING AHEAD WITH PROMOTION.

4. PENDING GERNGROSS DECISION WE WOULD LIKE TO  
OFFER KASTNER & OEHLER \$20,000 AND TRY THEREBY TO  
PIN DOWN THEIR PARTICIPATION FOR MAY 1975 IN GRAZ.

5. PLEASE ADVISE.HUMES

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## Message Attributes

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**Current Classification:** UNCLASSIFIED  
**Concepts:** n/a  
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**Disposition Authority:** n/a  
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